

ORDER



Orders
Order / Rev: 168998
Alt Order #: 06366756
Product Desc: RESTORE OUR FUTURE
Estimate: 2108
Flight Dates: 10/23/12 - 10/29/12
Original Date / Rev: 10/08/12 / 10/08/12
Order Type: GENERAL

WDJT-TV-LP
Primary AE: Matthew Norten
Sales Office: HDC
Sales Region: NAT

Agency
Name: Mentzer Media Services
Buying Contact: Elise Cloyd
Billing Contact:
 600 Fairmount Ave. #306
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Issue/Restore Our Future
Demographic: A35+
Product Codes: PL Issue
Priority: P-1
Revenue Codes: AGY, POL, ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 10/01/12 | 10/28/12 | 24 | \$61,500.00 | \$52,275.00 |
| 10/29/12 | 10/29/12 | 6 | \$7,000.00 | \$5,950.00 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|--------------------|--------------------|-------------|
| October 2012 | 24 | \$61,500.00 | \$52,275.00 | 0.00 |
| November 2012 | 6 | \$7,000.00 | \$5,950.00 | 0.00 |
| Totals | 30 | \$68,500.00 | \$58,225.00 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Matthew Norten | | | Start Of Order - End Of Order | 100% |

| Order Share | Share | Total |
|-------------|-------|--------------|
| WDJT-TV-LP | 27% | \$68,500.00 |
| Market | 100% | \$253,703.70 |

| Competitive Share | Share | Total |
|-------------------|-------|-------------|
| CABLE | 0% | \$0.00 |
| WBME | 0% | \$0.00 |
| WCGV | 0% | \$0.00 |
| WISN | 29% | \$73,574.07 |
| WITI | 27% | \$68,500.00 |
| WMLW- | 0% | \$0.00 |
| WPXE | 0% | \$0.00 |
| WTMJ | 17% | \$43,129.63 |
| WVTV | 0% | \$0.00 |
| WYTU | 0% | \$0.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----|------|-------------------|-----------------|------------------|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|-------|------------|
| E 1 | WDJT | 10/23/12 | 10/26/12 | Dr. Phil 4p-5p | CM | 4p-5p | -TWTF-- | :30 | 4 | \$600.00 | P-1 | 0.00 | NM | 4 | \$2,400.00 |
| | | | | Dr. Phil 4p-5p | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | -TWTF-- | | 4 | | | | \$600.00 | | 0.00 | | | |
| E 2 | WDJT | 10/23/12 | 10/26/12 | Jeopardy 6p-630p | CM | M-F 6p-630p | -TWTF-- | :30 | 6 | \$1,500.00 | P-1 | 0.00 | NM | 6 | \$9,000.00 |
| | | | | 6p-630p/Jeopardy | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |

